

## FEBRUARY 1993 MANUFACTURERS' DEEP DISCOUNT PRICE INCREASE SUMMARY

COMPANY	ANNOUNCED	EFFECTIVE	BRANDS	PRICE INCREASE	NEW PRICE		TERMS	ALLOCATION	CURRENT ALLOWANCES	
					80/85	100/120			WHOLS	RET
PHILIP MORRIS	THUR., 2/11/93	MON., 2/15/93	BASIC	\$2.50	\$35.20	\$36.45	2 WEEK CREDIT MEMO ON DIFF	135%		
	WED., 2/17/93	MON., 2/22/93	BASIC	\$1.50	\$36.70	\$37.95	NONE	NONE		
	WED., 2/17/93	MON., 2/22/93	PARTNERSHIP ACCRUAL PROGRAM				\$ .25/CTN PAID SEMI-ANNUALLY		(\$1.25)	
		FEB 1, 1993	RETAIL ALLOWANCE				\$.80/CTN PAID BY WHOLS.		(\$4.00)	(\$4.00)
			WHOL ALLOWANCE				\$.05/CTN PAID MONTHLY		(\$0.25)	
			OFF-INVOICE ALLOWANCE				\$.50/CTN		(\$2.50)	
	THUR., 2/11/93	MON., 2/15/93	ALL AMERICAN VALUE	\$2.50	\$53.85	\$55.10	2 WEEK CREDIT MEMO ON DIFF	135%		
	WED., 2/17/93	MON., 2/22/93	ALL AMERICAN VALUE	\$1.50	\$55.35	\$56.60	NONE	NONE		
RJ REYNOLDS	THUR., 2/11/93	MON., 2/15/93	PRIVATE LABEL	\$2.50	\$35.20	\$36.45	2 WEEK CREDIT MEMO ON DIFF	135%		
	WED., 2/17/93	MON., 2/22/93	PRIVATE LABEL	\$1.50	\$36.70	\$37.95	NONE	NONE		
	TUES., 2/16/93	WED., 2/17/93	PREMIUM BRANDS	NO CHANGE	\$71.10	\$72.60		135%		
	FRI., 2/12/93	TUES., 2/16/93	FRSYTH (BEST VAL, MONARCH, P.L.)	\$4.00	\$36.70	\$37.95	1 WEEK CREDIT MEMO ON DIFFERENCE			
	FRI., 2/12/93	TUES., 2/16/93	PARTNERSHIP ACCRUAL PROGRAM				BETWEEN OLD AND NEW PRICE.		(\$1.25)	
		JAN. 1, 1993	BEST VALUE, MONARCH				\$.25/CTN PAID SEMI-ANNUALLY			
			RETAIL FEATURE ALLOWANCE				\$.80/CTN PAID BY WHOLS.		(\$4.00)	(\$4.00)
			WHOL. ADMIN FEE				\$.05/CTN		(\$0.25)	
B & W			OFF-INVOICE TRADE DISCOUNT				\$.50/CTN		(\$2.50)	
			PREMIUM BRANDS	NO CHANGE	\$71.10	\$72.60				
	TUES., 2/16/93	THURS., 2/18/93	RALEIGH EXTRA AND GPC	\$2.50	\$40.20	\$41.45	2 WEEK CREDIT MEMO ON \$4 DIFF			
	THURS., 2/18/93	MON., 2/22/93	GPC	\$1.50	\$41.70	\$42.95	BETWEEN OLD AND NEW PRICE.	200%	(\$1.00)	(\$7.50)
			OFF-INVOICE ALLOWANCE				\$.20/CTN			
			PROMO ALLOWANCE (COUPONS/BUY DOWNS)				\$1.50-\$2.50/CTN		TO	(\$12.50)
			PREMIUM BRANDS	NO CHANGE	\$71.10	\$72.60				
LIGGETT	TUES., 2/16/93	WED., 2/17/93	GENERIC/P.L./QUALITY SEAL	\$2.50	\$35.20	\$36.45	1 WEEK CREDIT MEMO ON DIFFERENCE			
	FRI., 2/19/93	TUES., 2/23/93		\$1.50	\$36.70	\$37.95	BETWEEN OLD AND NEW PRICE.			
			PREMIUM BRANDS	NO CHANGE	\$71.10	\$72.60				
AMERICAN		MON., 2/15/93	PRIVATE STOCK, PRIME	\$4.00	\$36.70	\$37.95	1.5 WEEK CREDIT MEMO ON DIFFERENCE	130%		
	FRI., 2/19/93	TUES., 2/23/93	PRICE REDUCTION				\$1.35/CTN		(\$6.75)	
			PROFIT SHARING (MINIMUM)				AT LEAST \$.25/CTN PAID SEMI-ANNUALLY	AT LEAST	(\$1.25)	
			PAY FOR PERFORMANCE INCENTIVE				TBA		TBA	
			PREMIUM BRANDS	NO CHANGE	\$71.10	\$72.60				

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